



PRC Digital Media is the Producer's Resource Center.

Multimedia Job Performance Aids, (**MJPA**) are interactive video mentors that improve human performance through just-in-time learning. And, MJPA's are just one example of PRC's video production expertise.

PRC provides not just technical capability but a continuous process improvement partner focused on ROI. Program Managers find our dedication to accuracy, efficiency, deadlines, and budget is unsurpassed.

All that and we're easy to do business with! We'd be happy to have you talk with our customers.

PRC Digital Media.
Not just equipment – Experience!

A few of the organizations using our productions:

CSX Transportation
Marine Corps Systems Command
(**MARCORSYSCOM**)
National Oceanic and Atmospheric
Administration (**NOAA**)
Naval Air Systems Command (**NAVAIR**)
Naval Sea Systems Command (**NAVSEA**)
PEO-C4I/**SPAWAR**
Smiths Detection
State of Florida
City of Jacksonville, Florida



NAICS CODES

512110	Motion Picture and Video Production Services
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SINs

541-4B	Video/Film Production
541-1000	Other Direct Costs

COMPANY DESIGNATIONS

GSA Contract	GS-07F-0145X
Cage Code	1SU70
DUNS Number	197207293
Certification	Small Business

476 Riverside Ave.
Jacksonville FL 32202-4912
Phone: 904-354-1500
Fax: 904-354-8344

www.PRCdigital.com

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Producers Resource Center, Inc.

**General Services Administration
Federal Acquisition Service
Authorized Federal Supply Schedule Catalog/Price List**

On-line Access to contract ordering information, terms and conditions, up-to-date pricing, and the option create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>.

SCHEDULE TITLE: Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

Contract Number GS-07F-0145X

Contract Period: December 7, 2010 – December 6, 2015

For more information on ordering from Federal Supply Schedules click on the Schedules link at www.gsa.gov

Contractor: Producers Resource Center, Inc dba PRC Digital Media
476 Riverside Avenue
Jacksonville, FL 32202-4612
Phone Number: (904) 354-1500
Fax Number: (904) 354-8344
Web address: www.prcdigital.com

Contractors Administrations Source: Ms. Barbara Sprunger
476 Riverside Avenue
Jacksonville, FL 32202-4912
Phone Number: (904) 354-1500
E-Mail: bjsprunger@prcdigital.com

Business Size: Small Business

Customer Information:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBER (SINs)

<u>Contract #</u>	<u>SIN</u>	<u>Description</u>
GS-07F-0145X	541-B	Video/Film Production
GS-07F-0145X	541-1000	Other Direct costs

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541-4B	Comptroller	\$47.15/hr

1c. HOURLY RATES: See Commercial Price List

2. MAXIMUM ORDER*: \$1,000.000 per SIN

*if the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAE 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 States, Washing, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. POINT(S) OF PRODUCTION: Jacksonville, FL

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted

7. QUANTITY DISCOUNT(S): +1%>\$200,000 or +2%>\$400,000

8. PROMPT PAYMENT TERMS: Net 30 days

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted at or above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available Contact Contractor for details.

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: Producers Resource Center, Inc. dba PRC Digital Media
476 Riverside Avenue
Jacksonville, FL 32202-4912

- 13b. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, Information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3
- 14. Payment Address:** PO Box 24802
Jacksonville, FL 32241
- 15. WARRANTY PROVISION:** Standard Commercial Warrant. Customer should contact Contractor for a copy of the warranty.
- 16. EXPORT PACKING CHARGES:** Not Applicable
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:**
(any threshold below or above the micro-purchase level)
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. TERMS AND CONDIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE):** N/A
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. LIST OF PATICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. PREVENTATIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES**
(e.g. recycled content, energy efficiency, and/or reduced pollutants:
- 24b. SECTION 502 Compliance for EIT:**
- 25. DUNS NUMBER:** 197207293
- 26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Currently Active

Effective January 2011

The listed rates are a verbatim extraction from our unpublished price list.

SIN 541-4B

Pre-Production:

Technical Needs Assessment	\$ 111.48/hour
<i>Executive Producer</i>	
Statement of Work	\$ 111.48/hour
<i>Executive Program Manager</i>	
Script Writing	\$ 94.33/hour
<i>Executive Producer</i>	
Production Coordination	\$ 111.48/hour
<i>Projects Director</i>	
Administrative Functions	\$ 47.15/hour
<i>Financial Coordinator/Comptroller</i>	

Production Team Packages:

EFP1 Half Day – Day Rate Includes Gear and Camera Operator	\$ 660.28/day
EFP 1 – Day Rate Includes Gear and Camera Operator	\$1,029.00/day
EFP 2 – Day Rate Includes Gear Camera Operator and Audio Technician	\$1,286.25/day

Gear	
<i>Additional Gear</i>	\$ 803.91/day
Crew	
<i>Field Producer</i>	\$ 964.69/day
<i>Audio</i>	\$ 482.34/day
<i>Additional Camera Operator</i>	\$ 428.75/day

Post Production:

Audio	
<i>Talent/Narrator</i>	\$ 428.75/hour
<i>Audio/Record – Post Editing</i>	\$ 128.63/hour
Editing	
<i>Editing</i>	\$ 214.38/hour
<i>Post Producer</i>	\$ 643.13/hour
<i>Media Conversion Transfer</i>	\$ 171.50/hour
<i>Graphics/Animation</i>	\$ 150.06/hour
<i>Video Encoding</i>	\$ 154.35/hour
<i>Digital Media Authoring</i>	\$ 128.63/hour
 <i>Check Discs</i>	 \$ 12.86/each
<i>Quality Assurance Check</i>	\$ 111.48/hour

Programming:

IT Support	\$ 80.39/hour
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Delivery:

Production Coordination	\$ 111.48/hour
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Duplication:

*Duplication is based on \$1 per minute
With a 30 minute minimum*

SIN 541-1000 – Other Direct Costs**ODC's (*listed amounts are ceiling amounts*)**

Additional Gear	\$755.63/day
Field Producer	\$906.75/day
Audio	\$453.38/day
Additional Camera Operator	\$403.00/day
Post Producer	\$604.50/day
IT Support	\$ 75.56/hour